

**GRANDE PRAIRIE REGIONAL COLLEGE  
DEPARTMENT OF BUSINESS ADMINISTRATION & COMMERCE**

**COURSE OUTLINE  
MK3960 (MARKETING PRINCIPLES) UT 3 (3-0-0)  
FALL 2010**

INSTRUCTOR: Richard Beeson, B.Sc., M.B.A.  
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OFFICE: C408  
OFFICE HOURS: 13:00 to 14:20 MW or by appointment  
CLASS TIME: 11:30 12:50 A.M. TR  
PRE-REQUISITES: None  
TEXT: Crane, Kerin, Hartley, Rudelius. Marketing, 7th Canadian Edition. USA: McGrawHill Ryerson Limited (2008).

**COURSE DESCRIPTION**

This introductory course explores what is involved in the practice and management of marketing.

**COURSE FORMAT**

MK 3960 consists of three hours of instruction weekly. The instructional approaches used will include lectures, case studies, videos, student presentations, and class discussions. To facilitate such discussions, students are expected to have completed assigned readings before class. The selected cases are studies of marketing decisionmaking situations. Readings address the basic concepts of the marketing process while the cases provide students with the opportunity to see how these concepts relate to actual organizational challenges. Students are expected to incorporate issues addressed in the readings to case analysis.

**COURSE OBJECTIVES**

1. To familiarize students with:
  - a. contemporary marketing, its processes and practices;
  - b. the marketing planning process and how marketing contributes to the achievement of company objectives;
  - c. the behaviour and decisionmaking processes of consumers and business and industry customers;
  - d. the marketing mix elements ; and
  - e. emerging areas of marketing
  
2. To provide an opportunity for students to develop and refine their communication skills.

**GRADE COMPOSITION**

The following components will determine the student's final grade:

1. Midterm Exam I 15%

## 2. Case Analysis 1 (Group)

Written 10%

Presentation 10%

3. Midterm Exam II 15%

4. Class Participation 10%

5. Midterm Exam III 15%

6. Final Exam 25%

\*In addition to the graded course assignments, students may be expected to complete various "informal" reading and writing assignments. (e.g. chapterend questions for discussion) Pop quizzes may be used to give students feedback on their comprehension and retention. Quiz scores may be factored into the Class Participation component of the student's final grade.

### Exams:

Students will be tested on their understanding of and ability to apply course concepts. Textbook material and anything discussed in class, presented by guest speakers, videos or distributed in handouts is fair game for exams. The final exam will cover material from the start of the course. More detail on the exams will be provided as the term progresses.

### Case Analyses:

The group assignment will consist of typed, 8page maximum, doublespaced analyses of specified cases accompanied by 2030minute long presentations. The marketing situation posed in the case is to be systematically analyzed using the theoretical concepts and tools discussed in class and the textbook. Solutions and recommendations are to conclude the analysis. Group presentations are to be conducted in a professional manner. Each presentation is to be followed by a general questionandanswer period where other students are expected to join the discussion. Case written work is due at the beginning of the lecture, the day of the presentation.

Presentations will be graded on such dimensions as organization, delivery and supporting material. The individual case assignment will be a handin analysis (typed, 8page maximum doublespaced) of a specified case.

### Attendance and Participation:

Student attendance and participation are critical to the success of this course. Students are responsible for obtaining any notes or handouts missed due to an absence.

### LAST BUT NOT LEAST

\* handin assignments are to be typed unless otherwise specified

\* handin assignments are due at the beginning of class on the due date

\* classes start promptly

- \* if you feel you have a valid reason for an extension, please request it well in advance
- \* unauthorized late assignments, if accepted, will have a 25% per day late penalty
- \* enter into discussions and exercises
- \* avoid private conversations when someone else has the floor
- \* ask questions to make sure you understand

## **COURSE SCHEDULE**

**(\*May be revised as required)**

### ***Date Week Topics Reading***

#### INITIATING THE MARKETING PROCESS

Sept. 2 1 Course Introduction

Sept. 7 2 Marketing – Customer Value, Satisfaction, Customer Relationships and Customer Experiences Ch. 1

Sept. 9 2 Developing Successful Marketing Strategies Ch. 2

Sept. 14 3 Scanning the Marketing Environment Ch. 3

Sept. 16 3 Ethics and Social Responsibility in Marketing. Ch.4

#### UNDERSTANDING BUYERS AND MARKETS

Sept. 21 4 Consumer Behaviour Ch. 5

Sept. 23 4 Organizational Markets and Buyer Behaviour. Ch. 6

Sept. 28 5 Reaching Global Markets Ch. 7

Sept. 30 5 Discussion

Oct. 5 6 Midterm Exam

#### TARGETING MARKETING OPPORTUNITIES

Oct. 7 6 Marketing Research: From Information to Action Ch. 8

Oct. 11 7 Thanksgiving

Oct. 12 7 Market Segmentation, Targeting and Positioning Ch. 9

#### SATISFYING MARKETING OPPORTUNITIES

Oct. 14 7 Developing New Products and Services Ch. 10

Oct. 19 8 Managing Products and Brands Ch. 11

Oct. 21 8 Managing Services Ch. 12

Oct. 26 9 Pricing Products and Services Ch. 13

Oct. 28 9 Managing Marketing Channels and Supply Chains Ch. 14  
Nov. 2 10 Discussion  
Nov. 4 10 Midterm  
Nov. 9 11 Retailing Ch. 15  
Nov. 11 11 Remembrance Day  
Nov. 12 11 Fall Break  
Nov. 16 12 Integrated Marketing Communications and Direct Marketing Ch. 16  
Nov. 18 12 Advertising, Sales Promotion, and Public Relations Ch. 17  
Nov. 23 13 Personal Selling and Sales Management Ch. 18  
Nov. 25 13 Pulling It All Together: The Strategic Marketing Process Ch. 19  
Nov. 30 14 Discussion  
Dec. 2 14 Midterm Exam  
Dec. 7 15 Cases  
Dec. 9 15 Discussion  
Dec. 9 Last day of classes